

California 5 a Day Retail Evaluation

Research Design:
Cancer Prevention and Nutrition Section (CPNS)
California State Health Department
Principal Investigator: Desiree Backman

Data Collection, Entry, Analysis, and Report:
Center for Health Research
Loma Linda University School of Public Health

2001

Table of Contents

I. 5 a Day Retail Evaluation:

Methods.....	1
Summary.....	3
Results.....	5

II. Appendix:

5 a Day Retail Questionnaire

California 5 a Day Retail Final Report Evaluation of the California 5 a Day Merchandising Activities for 2000

The California 5 a Day Retail Program was evaluated by surveying grocery store managers, produce managers, or assistant managers throughout California who took part in the California 5 a Day promotional activities during the year 2000. Information regarding the popularity, placement, and effectiveness of the promotional materials was gathered. Please refer to the appendix to review the questionnaire.

Purpose

To obtain the opinions of the grocery store customers and retail store managers regarding the 5 a Day promotional activities that took place in March/April/May and again in September/October of 2000. The survey was used to measure the perceived popularity and effectiveness of the promotional items as teaching aids and as sales promoters of fruits and vegetables.

Methods

The stores involved in the survey were:

Albertsons (193 Northern California stores and 573 Southern California stores)

KV Mart (27 Southern California stores)

Ralphs (28 Northern California stores and 314 Southern California stores)

Stater Brothers (155 Southern California stores)

Stumps (2 Southern California stores)

Vons (167 Southern California stores)

Total number of stores = 1459

Henerey's was not involved in the survey process because they did not participate in the promotion.

The sampled population consisted of 250 stores (out of 1459). Each chain was sampled proportionally to their size. During the surveying process, it was noticed that many of the Albertsons (Southern) stores had been changed to Sav-ons. Therefore, the sample size for that chain was decreased accordingly. The following were sampled:

Albertsons (Northern) = 33

Albertsons (Southern) = 70

KV Mart = 10

Ralphs (Northern) = 5

Ralphs (Southern) = 80

Stater Brothers = 25

Stumps = 2

Vons = 25

Each group was randomly sampled. Every fifth store was sampled from Albertsons, Ralphs, Stater Brothers, and Vons. Every other store was sampled from KV Mart. Both of the Stumps markets were sampled because the population size was so small.

The data was collected, using the survey instrument included in the appendix, through phone interviews. A store was re-sampled if the managers were non-compliant, the store was new/newly remodeled (after October 1999), the store had all new management, or the store was no longer in existence.

The data was collected and double entered (to minimize/eliminate data entry error) into a Microsoft Access database. The data was analyzed using SPSS, version 10.0.

5 A Day Retail Summary

We computed frequency statistics for all the numerically coded variables gathered in the questionnaire. Some interesting conclusions are highlighted below. “Respondent” refers to a store manager, produce manager, or assistant manager. Store “chain” (or “retailer”) refers to one of the six sampled store types (Albertsons, KV Mart, Ralphs, Stater Brothers, Stumps, or Vons).

- **Respondents generally appreciated and enjoyed receiving the 5 a Day promotional and 5 a Day point-of-sale materials.**

225 (90%) of the respondents said they liked the promotional material they received and 188 (75.2%) of the respondents said they liked the point-of-sale materials they received.

- **The three most popular promotional materials that the respondents would like to receive in the future were free recipe cards, 5 a Day cookbooks, and shelf talkers.**

192 (76.8%) of the retailers requested free recipe cards, 188 (75.2%) requested free 5 a Day cookbooks, and 161 (64.4%) requested shelf talkers.

- **English was the most appropriate language for the materials to be written in.**

135 (54%) of the respondents thought the 5 a day materials should be in English and 108 (43.2%) of the respondents thought the 5 a day materials should be in English and Spanish.

- **The produce section was the most popular section for the promotional materials to be placed.**

250 (100%) of the respondents said the materials should be placed in the produce section.

- **Most of the respondents would promote the 5 a Day activities 3-4 times per year or 1-2 times per year.**

94 (37.6%) of the respondents said they would participate in 5 a Day activities 3-4 times per year, while 89 (35.6%) said they would promote the activities 1-2 times per year.

- **The respondents felt it was important to promote eating fruits and vegetables.**

247 (98.8%) agreed that promoting fruits and vegetables in their store was a priority.

- **The respondents thought that participating in 5 a Day activities would increase customer awareness.**

243 (97.2%) agreed to the statement that 5 a Day activities increase customer awareness.

- **The respondents thought that 5 a Day activities would increase produce sales.**

233 (93.2%) agreed that 5 a Day activities would increase the purchase of fruits and vegetables.

- **KV Mart and Ralphs were the only two chains that would like to receive posters in future promotions.**

KV Mart (9, 90%) and Ralphs (49, 57.6%) said yes to posters.

- **Three of the six chains would like to receive floor graphics in future promotions.**

KV Mart (7, 70%), Stater Brothers (15, 60%), and Vons (15, 60%) said yes to floor graphics.

- **Three of the six chains would like to receive shopping cart signs in future promotions.**

Albertsons (55, 53.4%), Ralphs (52, 61.2%), and Vons (16, 64%) said yes to shopping cart signs.

- **Vons is the only chain that would consider putting promotional materials in the juice, dried fruits, and natural foods section/aisle of the store.**

16 (64%) of the Vons representatives said they would consider putting the 5 a Day materials in the juice aisle, 17 (68%) said they would put the materials in the dried fruits section, and 16 (64%) said they would put the materials in the natural foods section.

5 A Day Retail Results

A detailed report of responses for each question is given. When appropriate, responses grouped by each retail chain (Albertsons, KV Mart, etc.) are also provided. When interpreting the results it should be noted that only two Stumps stores were available for analysis. Therefore, when interpreting results where 50% of the Stumps stores responded (one store), realize this could be due entirely to chance. That is, the data for Stumps should be taken lightly when making conclusions.

Distribution of stores

The markets were sampled proportionally to their size. For example, since Albertsons and Ralphs had the largest number of stores, they were sampled the most.

Store Name	Count	Percent
Albertsons	103	41.2
KV Mart	10	4
Ralphs	85	34
Stater Brothers	25	10
Stumps	2	0.8
Vons	25	10
Total	250	100

Respondents' opinions of latest 5 a Day promotion

Q1a: Did you like the 5 a Day Retail Materials that were displayed in your store?

225 out of 250 respondents (90%) replied that they liked the retail materials.

Q1b: What did you receive?

The stores' five most commonly received items (from the promotion) were pamphlets (151 stores), shelf talkers (78 stores), signs (69 stores), posters (69 stores), and recipe cards (62 stores). A full list of the items received follows in the table below. The category "other" includes items such as magnets, saran wrap, twist ties, plastic boxes, and stickers.

Materials Received	Count
Recipe Cards	62
Pamphlets	151
Signs	69
Danglers	14
Shelf Talkers	78
Floor Graphics	2
Posters	69
Cookbooks	8

Other	17
No Response	37

Q1c: What did you like about the displays?

Of those who liked the displays, the two most common responses described the displays as colorful/attractive (64, 37.9%) or informative/helpful (64, 37.9%). The rest of the comments are shown below.

Response	Count	Percent	Valid Percent
Colorful or Attractive	64	25.6	37.9
Convenient	9	3.6	5.3
Informative	64	25.6	37.9
Popular	8	3.2	4.7
Good Quality	14	5.6	8.3
Promotes Sales	6	2.4	3.6
Other	4	1.6	2.4
Total	169	67.6	100
No Response	81	32.4	N/A
Total	250	100	N/A

Q2a: Did you like the 5 a Day point-of-sale materials that were displayed in your store?

188 out of 250 respondents (75.2%) replied that they liked the point-of-sale materials.

Q2b: What did you like about the displays?

The two most popular responses described the displays as colorful/attractive (59, 41.3%) and informative/helpful (55, 38.5%).

Response	Count	Percent	Valid Percent
Colorful or Attractive	59	23.6	41.3
Convenient	8	3.2	5.6
Informative	55	22	38.5
Popular	6	2.4	4.2
Good Quality	10	4	7
Promotes Sales	3	1.2	2.1
Other	2	0.8	1.4
Total	143	57.2	100
No Response	107	42.8	N/A
Total	250	100	N/A

Q3: Did you like having the free “Discover the Secrets” Cooking Booklets available for your customer?

183 out of 250 respondents (73.2%) replied that they did not have the cooking booklets available to them. Of the 67 respondents that had the cooking booklets, 24 (35.8%) replied that they liked them.

Q4: Did your customers make any comments about the 5 a Day point-of-sale materials?

56 out of 250 respondents (22.4%) had customer comments.

Q5: In general, how would you describe your customers' comments?

46 out of the 56 respondents (82.1%) who had customer comments described them as good-natured.

Respondents' opinions/suggestions for future 5 a Day promotions

Q6: In the future, what type of 5 a Day materials would you use in your store?

Posters

132 out of 250 respondents (52.8%) replied that they wanted posters in their store.

Posters were most popular among respondents of KV Mart (9, 90%) and Ralphs (49, 57.6%) stores.

Q6a: Respondents that would like to receive promotional posters.

Store Name	Count	Percent
Albertsons	53	51.5
KV Mart	9	90
Ralphs	49	57.6
Stater Brothers	9	36
Stumps	0	0
Vons	12	48

Shelf Talkers

161 out of 250 respondents (64.4%) replied that they wanted shelf talkers in their store. All of the respondents, except for KV Mart, expressed an interest (over 50% in agreement) in receiving shelf talkers for their store.

Q6b: Respondents that would like to receive shelf talkers.

Store Name	Count	Percent
Albertsons	61	59.2
KV Mart	4	40
Ralphs	51	60
Stater Brothers	19	76
Stumps	2	100
Vons	24	96

Danglers

109 out of 250 respondents (43.6%) replied that they wanted danglers in their store. KV Mart (5, 50%) had one of the highest percentages of respondents wanting danglers.

Q6c: Respondents that would like to receive danglers.

Store Name	Count	Percent
Albertsons	44	42.7
KV Mart	5	50
Ralphs	40	47.1
Stater Brothers	10	40
Stumps	1	50
Vons	9	36

Floor Graphics

120 out of 250 respondents (48.0%) replied that they wanted floor graphics in their store. KV Mart (7, 70%), Stater Brothers (15, 60%), and Vons (15, 60%) had the largest percentage of respondents that wanted promotional floor graphics.

Q6d: Respondents that would like to receive floor graphics.

Store Name	Count	Percent
Albertsons	57	55.3
KV Mart	7	70
Ralphs	25	29.4
Stater Brothers	15	60
Stumps	1	50
Vons	15	60

Shopping Cart Signs

131 out of 250 respondents (52.4%) replied that they wanted shopping cart signs in their store. Albertsons (55, 53.4%), Ralphs (52, 61.2%), and Vons (16, 64%) had the largest percentage of respondents that wanted promotional shopping cart signs.

Q6e: Respondents that would like to receive shopping cart signs.

Store Name	Count	Percent
Albertsons	55	53.4
KV Mart	5	50
Ralphs	52	61.2
Stater Brothers	3	12
Stumps	0	0
Vons	16	64

Free Recipe Cards

192 out of 250 respondents (76.8%) replied that they wanted free recipe cards in their store. Within each store, the majority of respondents (over 70%) expressed an interest in receiving free recipe cards.

Q6f: Respondents that would like to receive free recipe cards.

Store Name	Count	Percent
Albertsons	76	73.8
KV Mart	8	80
Ralphs	61	71.8
Stater Brothers	21	84
Stumps	2	100
Vons	24	96

Free 5 a Day Cookbooks

188 out of 250 respondents (75.2%) replied that they wanted free 5 a Day cookbooks in their store. Within each store, the majority of respondents (60% or more) expressed an interest in receiving free 5 a Day cookbooks.

Q6g: Respondents that would like to receive free cookbooks.

Store Name	Count	Percent
Albertsons	77	74.8
KV Mart	6	60
Ralphs	61	71.8
Stater Brothers	19	76
Stumps	2	100
Vons	23	92

5 a Day Aprons

111 out of 250 respondents (44.4%) replied that they wanted 5 a Day aprons for their employees to wear. Albertsons (55, 53.4%) had the largest percentage of respondents requesting 5 a Day aprons for their employees to wear.

Q6h: Respondents that would like to receive 5 a Day aprons.

Store Name	Count	Percent
Albertsons	55	53.4
KV Mart	4	40
Ralphs	38	44.7
Stater Brothers	4	16
Stumps	0	0
Vons	10	40

5 a Day T-Shirts

107 out of 250 respondents (42.8%) replied that they wanted 5 a Day t-shirts for their employees. Albertsons (53, 51.5%) had the largest percentage of respondents requesting 5 a Day t-shirts for their employees to wear.

Q6i: Respondents that would like to receive t-shirts.

Store Name	Count	Percent
Albertsons	53	51.5
KV Mart	5	50
Ralphs	33	38.8
Stater Brothers	5	20
Stumps	0	0
Vons	11	44

Other Materials

The three most requested materials were pamphlets (19, 51.4%), stickers (6, 16.2%), and magnets (4, 10.8%).

Q6j: Other materials retailers would like to receive.

Materials	Count	Percent	Valid Percent
Buttons	3	1.2	8.1
Pamphlets	19	7.6	51.4
Food Demos	2	0.8	5.4
Baseball Caps	1	0.4	2.7
Magnets	4	1.6	10.8
Stickers	6	2.4	16.2
Other	2	0.8	5.4
Total	37	14.8	100
No Response	213	85.2	N/A
Total	250	100	N/A

Q7: What language would you prefer to have 5 a Day point-of-sale materials in?

In general, English (135, 54%) is the preferred language for the materials to be written in. Other than English, the respondents suggested that the materials be in English and Spanish (108, 43.2%). KV Mart (9, 90%) and Stater Brothers (13, 52%) were the only stores that preferred materials to be in English and Spanish.

Q7: Preferred language(s) for the materials to be in.

Store Name	English Only		English and Spanish		Other	
	Count	Percent	Count	Percent	Count	Percent
Albertsons	59	57.3	43	41.7	1	1
KV Mart	0	0	9	90	1	10
Ralphs	48	56.5	34	40	3	3.5
Stater Brothers	10	40	13	52	2	8
Stumps	1	50	1	50	0	0
Vons	17	68	8	32	0	0

Q8: In what section/aisle of your store would you like 5 a Day point-of-sale materials to be placed?**Produce Section**

All (250, 100%) of the respondents said they would display 5 a Day point-of-sale materials in the produce section of the store.

Frozen Foods Section

KV Mart had one of the highest percentages of respondents (5, 50%) who would display 5 a Day materials in the frozen food section of the store.

Q8b: Respondents that would display materials in the frozen foods section.

Store Name	Count	Percent
Albertsons	20	19.4
KV Mart	5	50
Ralphs	19	22.4
Stater Brothers	9	36
Stumps	1	50
Vons	11	44

Canned Foods Section

Vons had one of the highest percentages of respondents (12, 48%) who would display 5 a Day materials in the canned food section of the store.

Q8c: Respondents that would display materials in the canned foods section.

Store Name	Count	Percent
Albertsons	28	27.2
KV Mart	3	30
Ralphs	19	22.4
Stater Brothers	6	24
Stumps	1	50
Vons	12	48

Juices Section

Vons had the highest percentage of respondents (16, 64%) who would display 5 a Day materials in the juice section of the store.

Q8d: Respondents that would display materials in the juice section.

Store Name	Count	Percent
Albertsons	20	19.4
KV Mart	2	20
Ralphs	21	24.7
Stater Brothers	4	16
Stumps	0	0
Vons	16	64

Dried Fruits Section

Vons (17, 68%), Ralphs (35, 41.2%), and KV Mart (4, 40%) had the highest percentage of respondents who would display 5 a Day materials in the dried fruits section.

Q8e: Respondents that would display materials in the dried fruits section.

Store Name	Count	Percent
Albertsons	26	25.2
KV Mart	4	40
Ralphs	35	41.2
Stater Brothers	6	24
Stumps	0	0
Vons	17	68

Natural Foods Section

Vons had the highest percentage of respondents (16, 64%) who would display 5 a Day materials in the natural foods section of the store.

Q8f: Respondents that would display materials in the natural foods section.

Store Name	Count	Percent
Albertsons	18	17.5
KV Mart	2	20
Ralphs	29	34.1
Stater Brothers	4	16
Stumps	0	0
Vons	16	64

Deli Section

KV Mart had the highest percentage of respondents (4, 40%) who would display 5 a Day materials in the deli section of the store.

Q8g: Respondents that would display materials in the deli section.

Store Name	Count	Percent
Albertsons	14	13.6
KV Mart	4	40
Ralphs	19	22.4
Stater Brothers	4	16
Stumps	0	0
Vons	5	20

Bakery Section

There was little interest in displaying the 5 a Day materials in the bakery section.

Q8h: Respondents that would display materials in the bakery section.

Store Name	Count	Percent
Albertsons	9	8.7
KV Mart	1	10
Ralphs	6	7.1
Stater Brothers	0	0
Stumps	0	0
Vons	2	8

Dairy Section

There was little interest in displaying the 5 a Day materials in the dairy section.

Q8i: Respondents that would display materials in the dairy section.

Store Name	Count	Percent
Albertsons	11	10.7
KV Mart	1	10
Ralphs	10	11.8
Stater Brothers	2	8
Stumps	0	0
Vons	3	12

Pharmacy Section

There was little interest in displaying the 5 a Day materials in the pharmacy section.

Q8j: Respondents that would display materials in the pharmacy section.

Store Name	Count	Percent
Albertsons	8	7.8
KV Mart	0	0
Ralphs	4	4.7
Stater Brothers	1	4
Stumps	0	0
Vons	2	8

Other Sections

Of the additional areas suggested, the two most popular places to display the 5 a Day materials was in the front of the store (5, 29.4%) and scattered around the store in non-specified areas (4, 23.5%).

Q8k: Other areas of the store that the respondents would display the materials.

Other Display Areas	Count	Percent	Valid Percent
Front of store	5	2	29.4
Wet rack	1	0.4	5.9
Diet sections	1	0.4	5.9
Checkstand	2	0.8	11.8
Front of sections	2	0.8	11.8
All around store	4	1.6	23.5
Windows of store	2	0.8	11.8
Total	17	6.8	100
No Response	233	93.2	N/A
Total	250	100	N/A

Q9: How many times per year would you do 5 a Day promotional activities in your store?

The majority of the respondents would promote the 5 a Day activities either 1-2 (89, 35.6%) or 3-4 (94, 37.6%) times per year.

Q9: Frequency (times per year) of promoting activities.

Frequency	Count	Percent
None	4	1.6
1-2 times per year	89	35.6
3-4 times per year	94	37.6
5-6 times per year	17	6.8
7-8 times per year	1	0.4
11-12 times per year	4	1.6
More than 12 times per year	35	14
No response	6	2.4
Total	250	100

Opinions regarding 5 a Day statements

Q10: In my store, it is important to promote eating fruits and vegetables.

Virtually all of the respondents (247, 98.8%) agreed that promoting food and vegetable consumption is important.

Q10: Promoting consumption of fruits & vegetables is important.

Response	Count	Percent
Agree	247	98.8
Disagree	2	0.8
No Response	1	0.4
Total	250	100

Q11: Doing 5 a Day activities in my store will increase my customers' awareness of eating 5 or more servings of fruits and vegetables a day.

The vast majority of the respondents (243, 97.2%) agreed that promoting 5 a Day activities in the supermarkets would increase customer awareness regarding the nutritional importance of fruits and vegetables.

Q11: 5 a Day activities will increase customer awareness.

Response	Count	Percent
Agree	243	97.2
Disagree	6	2.4
No Response	1	0.4
Total	250	100

Q12: Doing 5 a Day activities in my store will increase the purchase of fruits and vegetables.

A large portion of the respondents (233, 93.2%) agreed that 5 a Day activities would increase produce sales.

Q12: 5 a Day activities will increase produce sales.

Response	Count	Percent
Agree	233	93.2
Disagree	15	6
No Response	2	0.8
Total	250	100